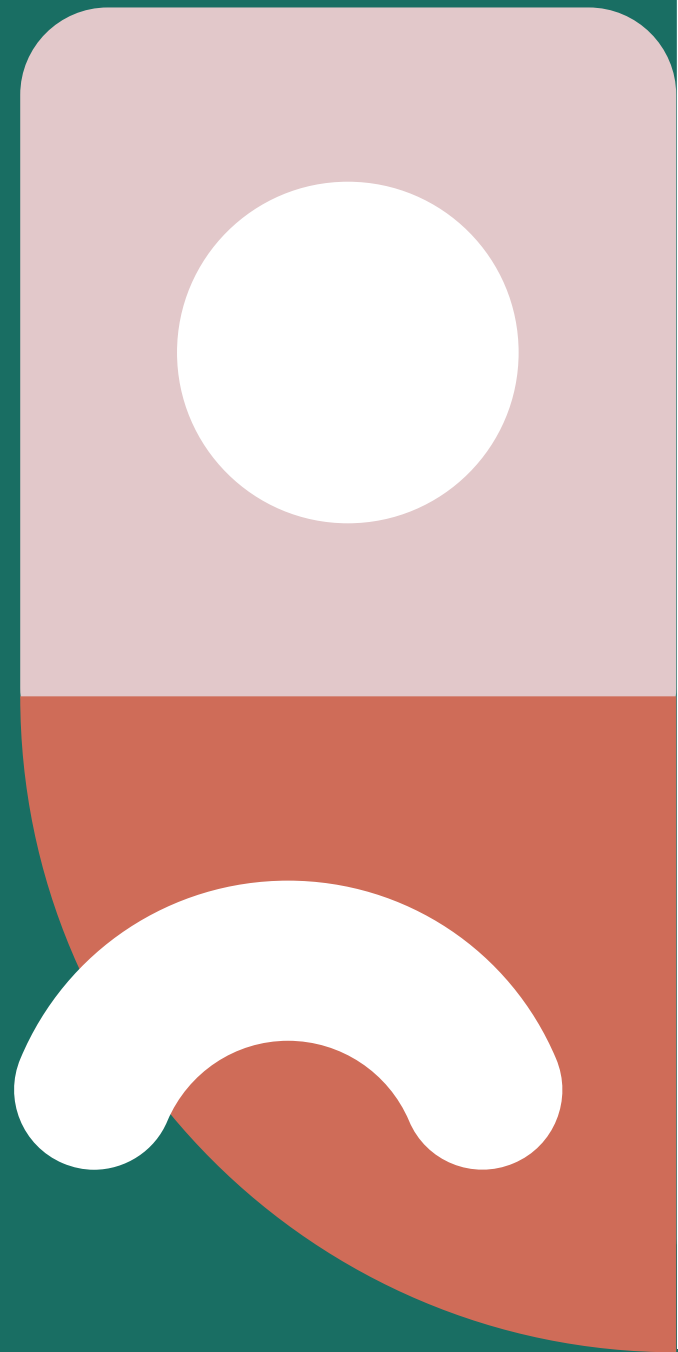


Case study

Online shopping web design

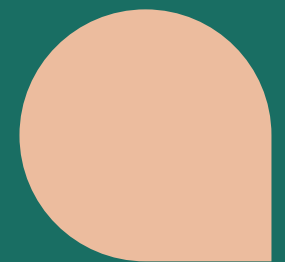


Content

Traditional to Online

Product Images

Interface Design

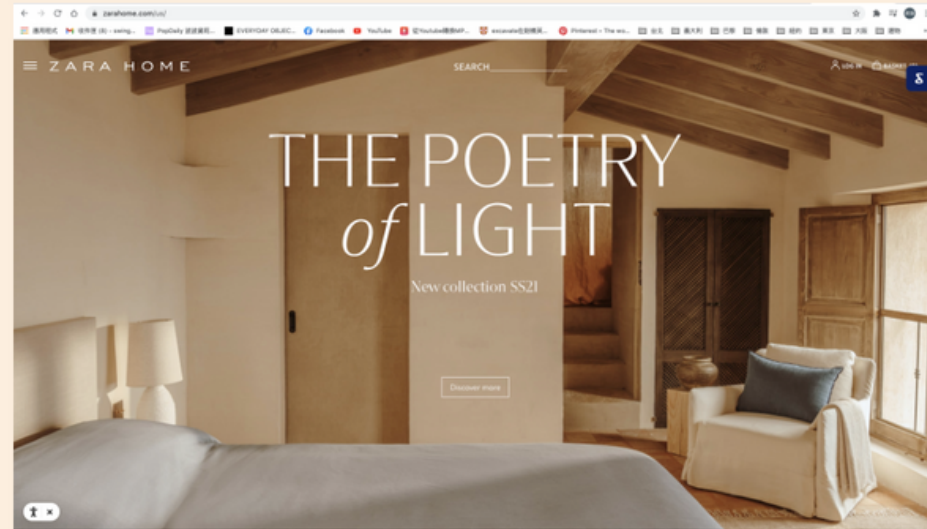


Traditional to Online

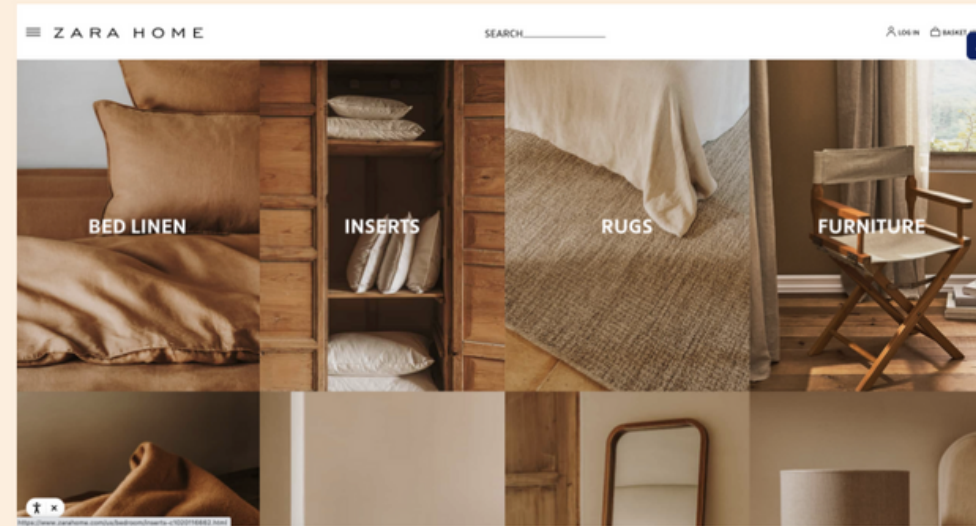
Traditional Shopping



Buying Progress



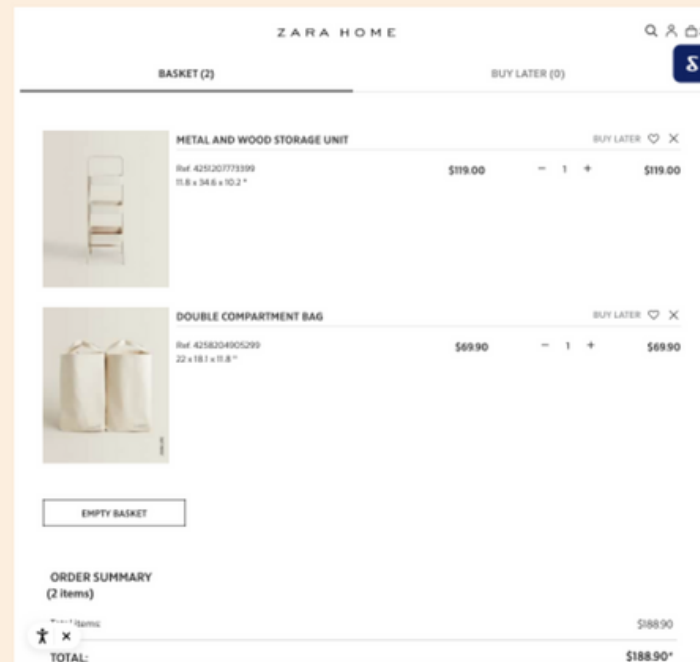
Signboards



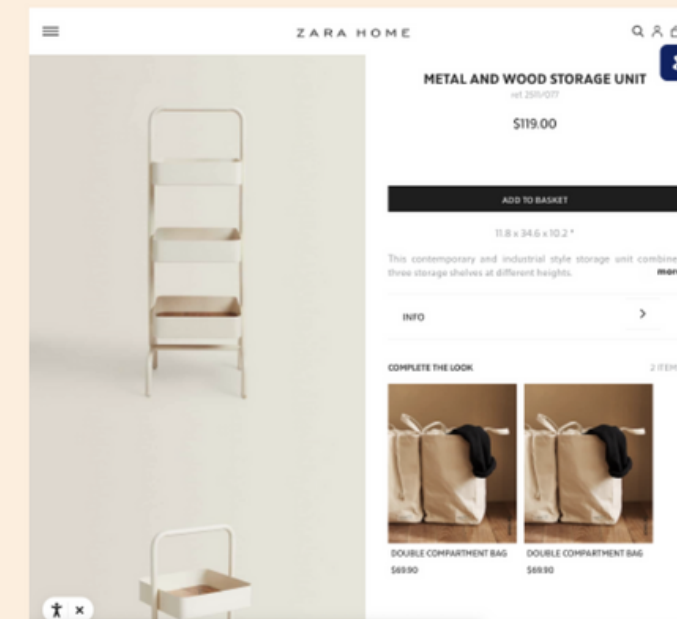
Main Page

A screenshot of the Zara Home contact form. It includes fields for "Category", "First name", "Last name", "Phone", and "Message". There is a checkbox for "I have read and accept the Privacy Policy" and a "SEND" button. At the bottom, there is a field for "JOIN OUR NEWSLETTER - ENTER YOUR EMAIL ADDRESS".

Consumer service

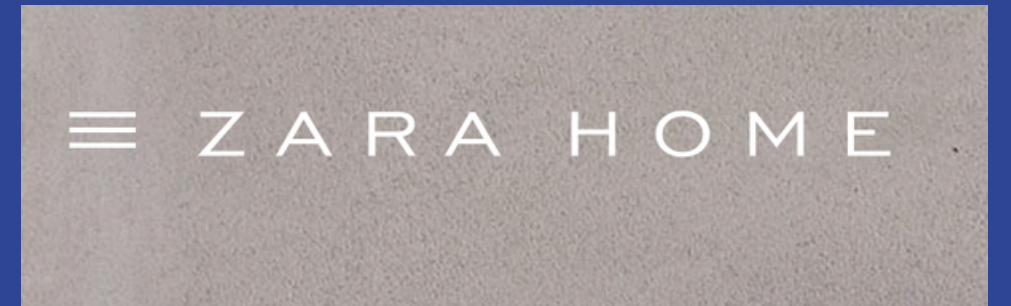
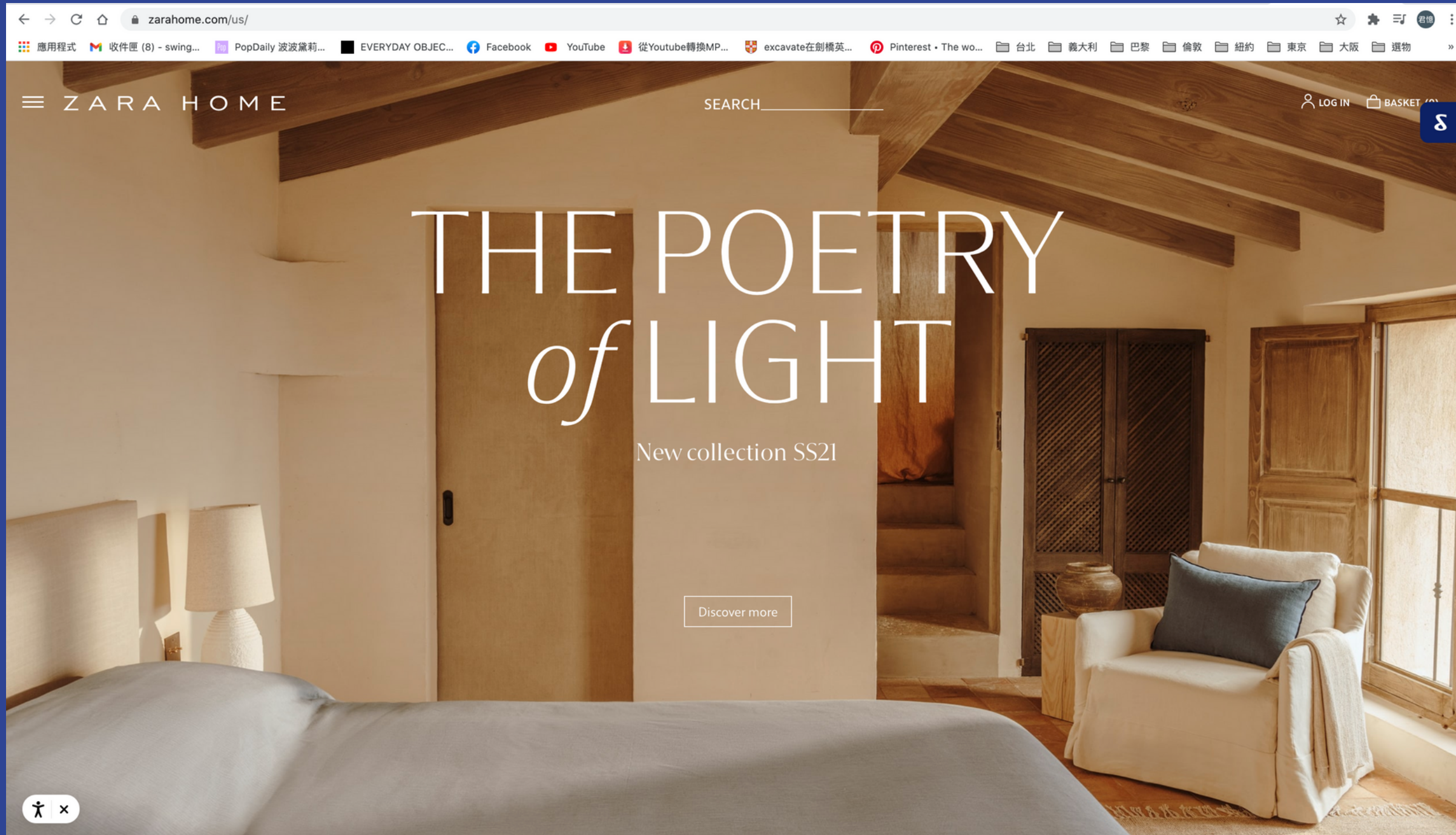


Shopping cart



Product page

Online Shopping



Deseret Book

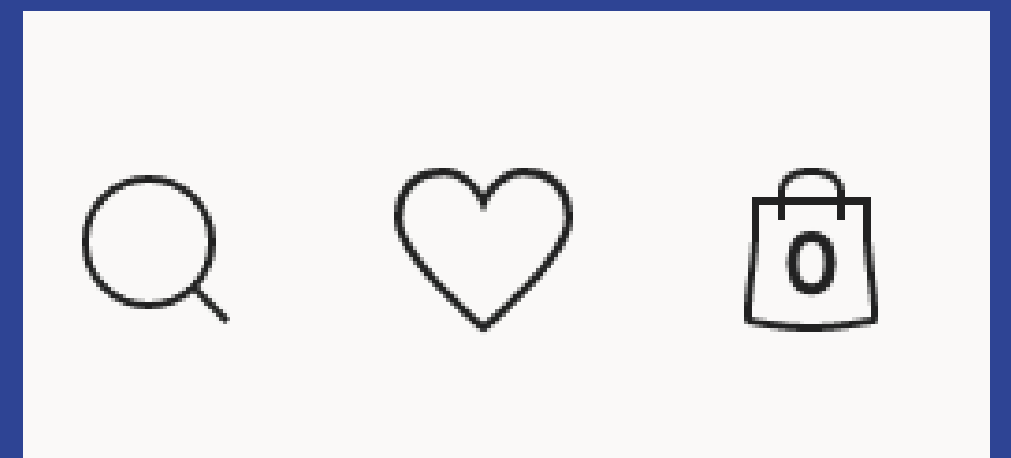
**SAVE UP TO
85% OFF**

HURRY UP! EXPIRE SOON!

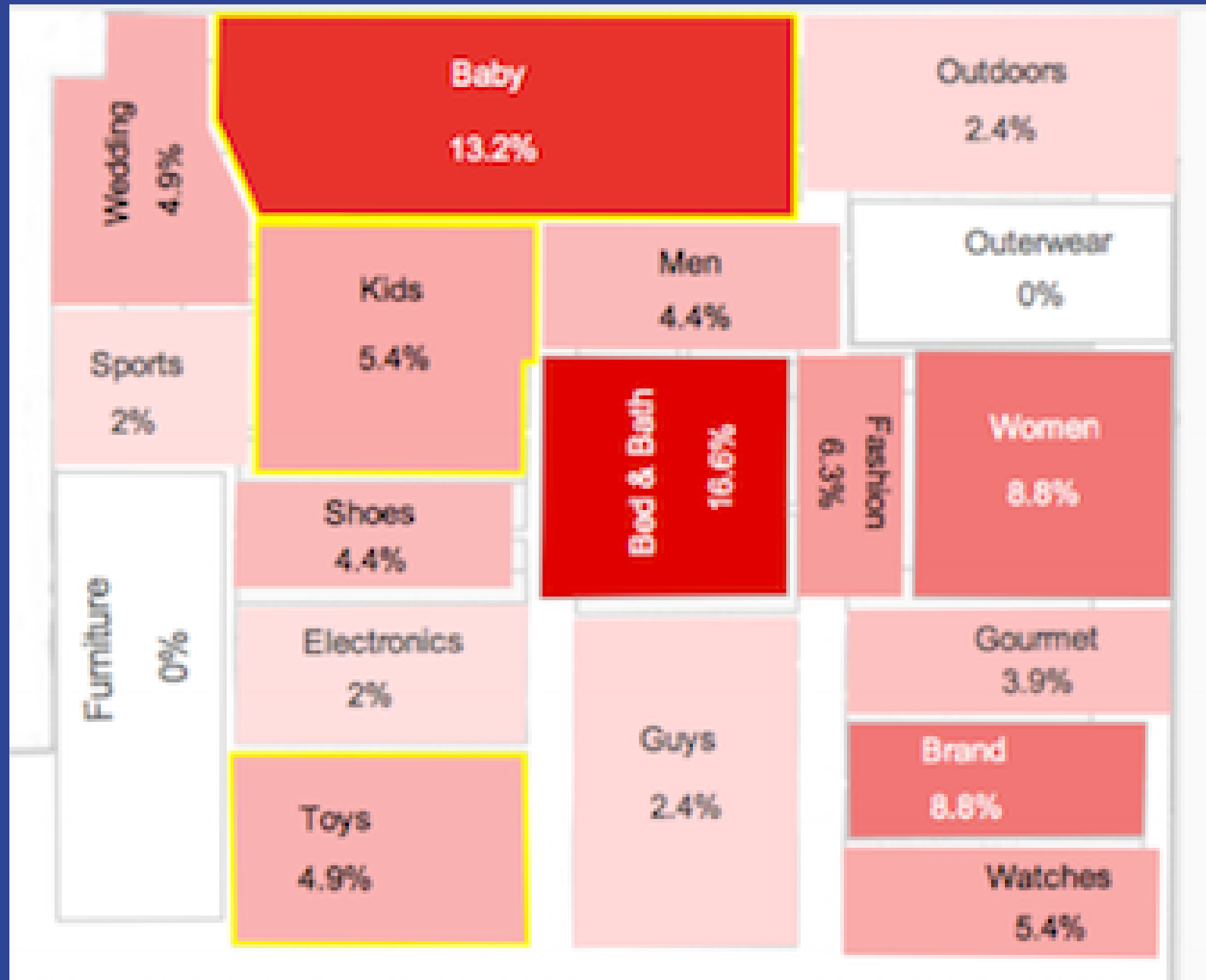


This offer is available online. May not be available in store. Check online if this offer is still available.

dontpayfull

A promotional banner for Deseret Book. It features a black background with a white dashed border. The text 'SAVE UP TO 85% OFF' is prominently displayed in yellow and white. Below it, a yellow button contains the text 'HURRY UP! EXPIRE SOON!'. To the right, there is a QR code and a small disclaimer: 'This offer is available online. May not be available in store. Check online if this offer is still available.' The 'dontpayfull' logo is at the bottom right.

Production Categorize



A screenshot of an Amazon mobile app interface. The top navigation bar includes a search icon, a close button, and the text 'Hello, ChunYi'. Below the navigation bar, there are several sections of content:

- Trending**: Best Sellers, New Releases, Movers & Shakers.
- Digital Content & Devices**: Prime Video, Amazon Music, Echo & Alexa, Fire Tablets, Fire TV, Kindle E-readers & Books, Audible Books & Originals, Appstore for Android.
- Shop By Department**: Clothing, Shoes, Jewelry & Watches, Books, Movies, Music & Games, Electronics.

The background of the screenshot shows a blurred view of the app's main content area, including a 'Recently viewed' section with a book cover titled 'LUXURY BRANDS IN CHINA AND INDIA'.

Product Images

Product Image Angles



[Interactive Tour and documents](#)



Jacket
360 File with 24 frames Enhanced
with Zoom. Animation type
(Stationary)

[Click for 360](#)

Image Composition



Text vs Product Image



GINGER LILY SCENTED CANDLE

100% vegetable wax scented candle in a cylinder tumbler.

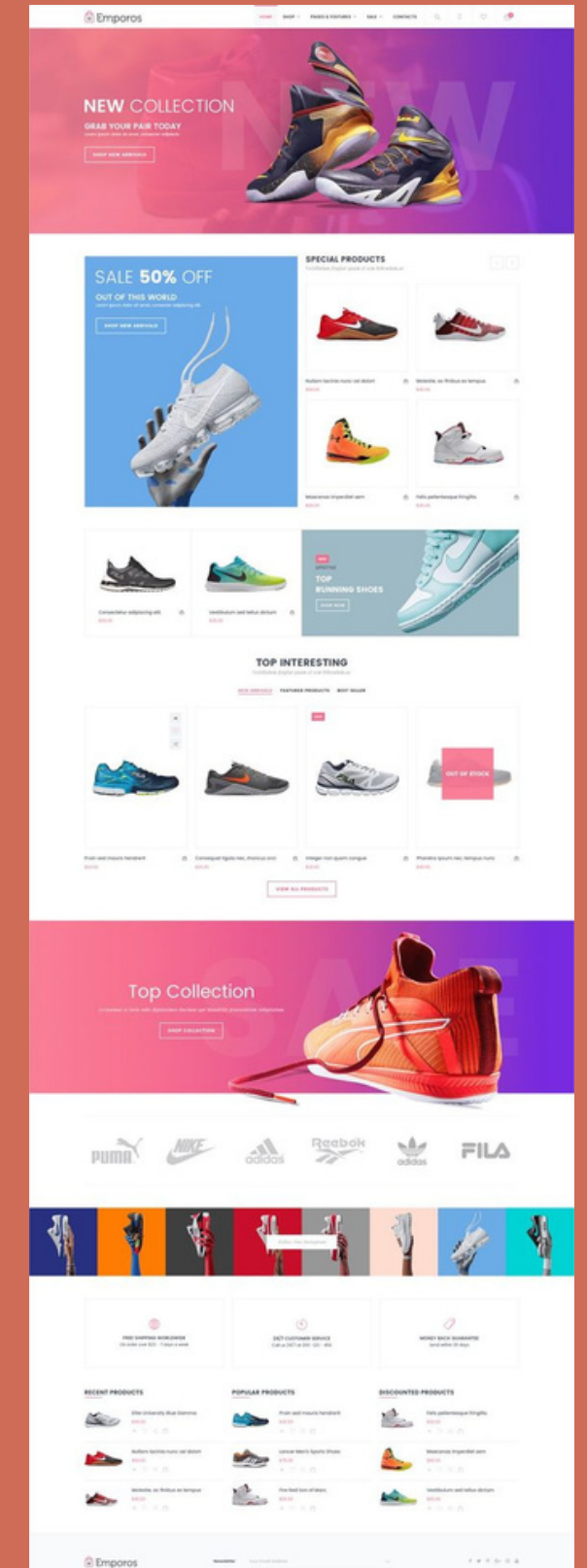
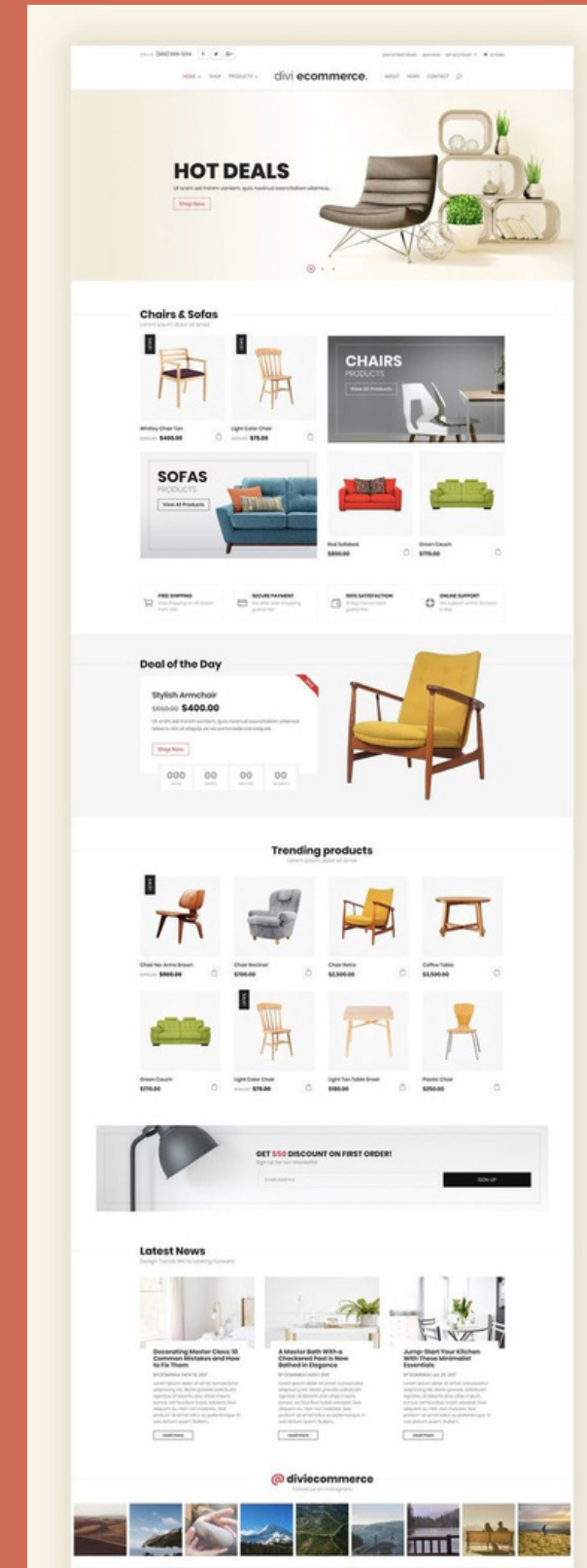
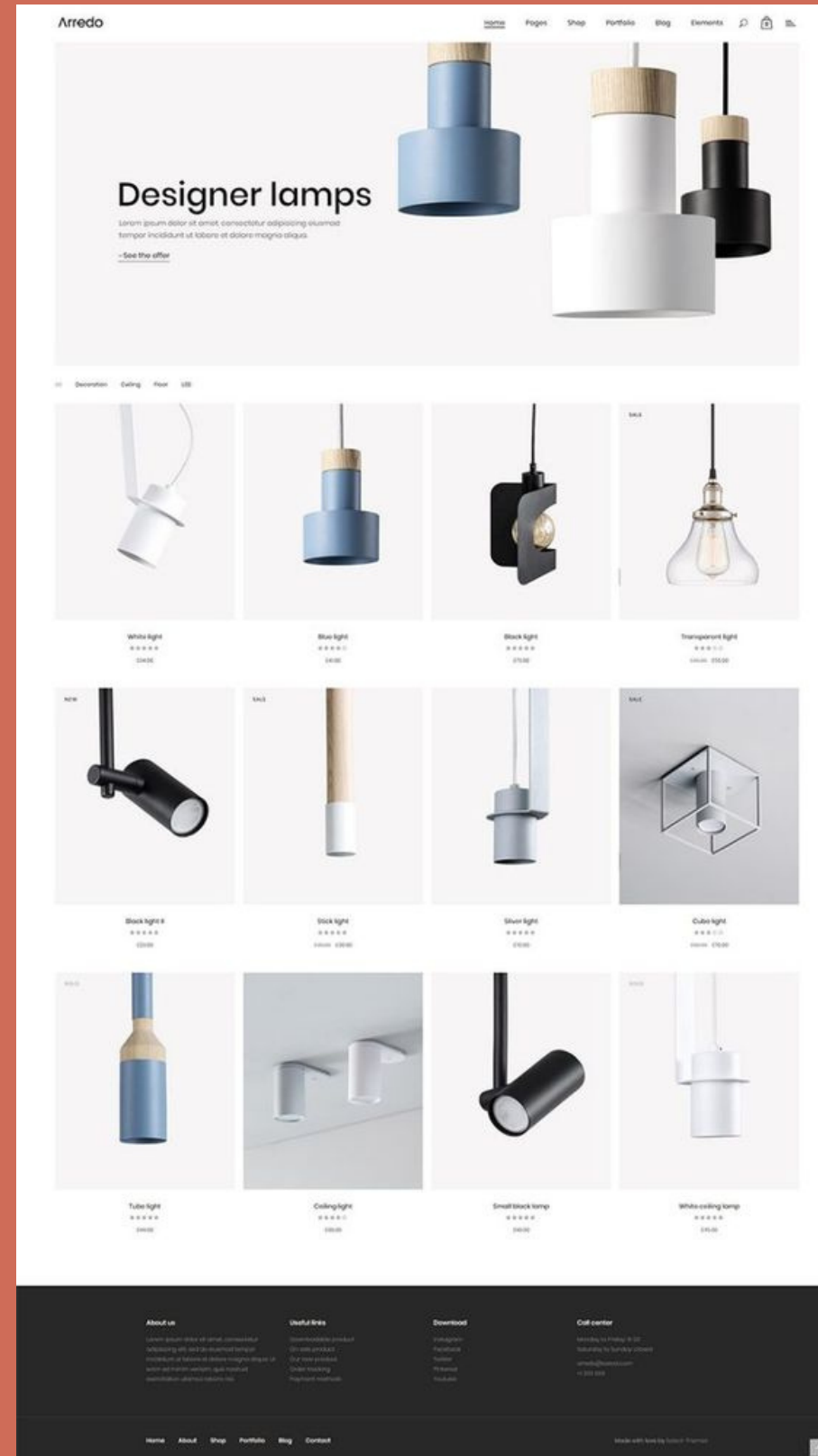
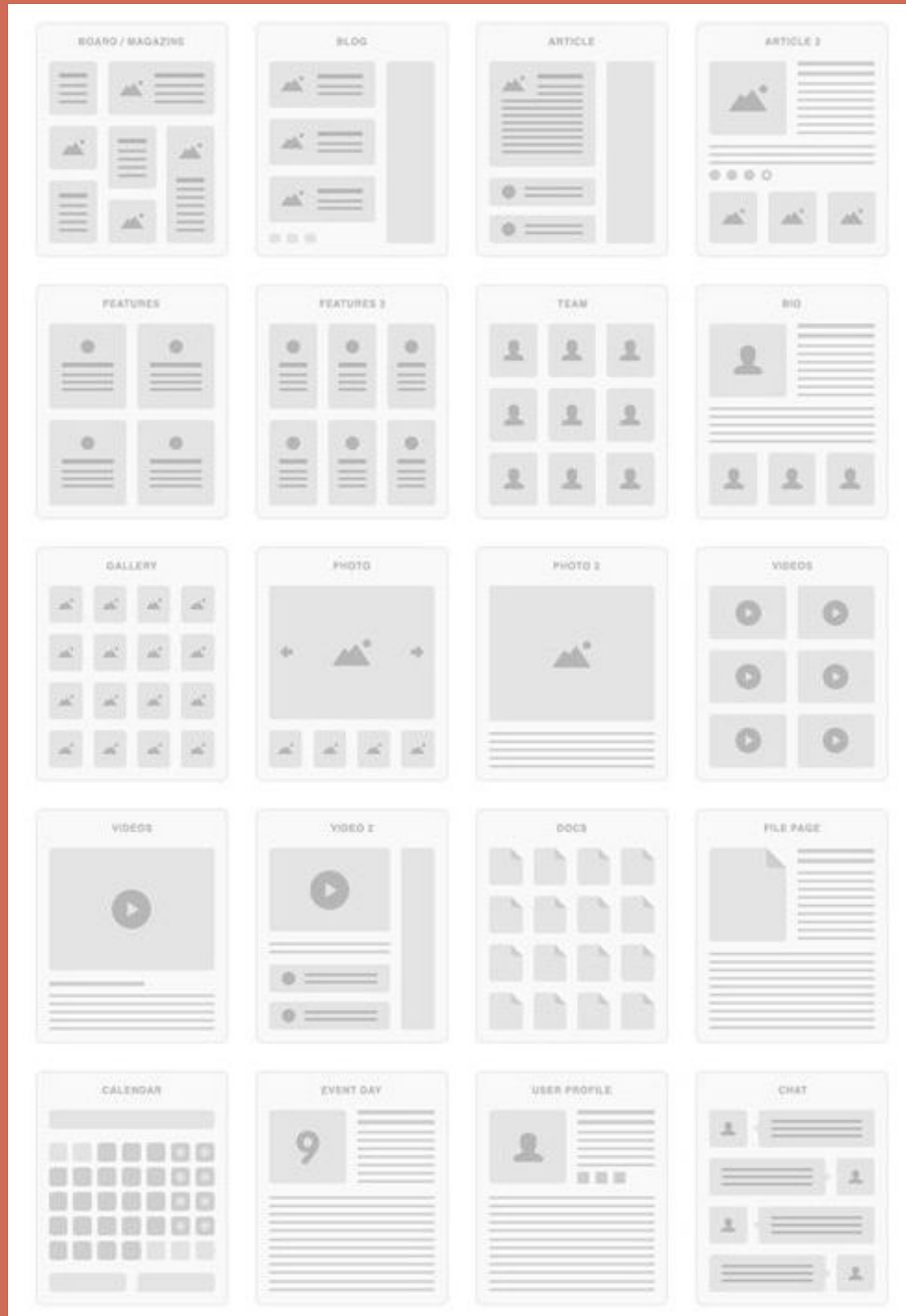
The “Ginger Lily” is a species of tropical lily originating in India that is not related to the ginger root (except for in name). We took inspiration from this tropical lily to create a captivating floral fragrance that invokes a recently-cut bunch of lilies with an exotic touch of musk and cinnamon notes.

Main aromatic notes: LILY, HELIOTROPE, JASMINE, CINNAMON, MUSK.

- Always place the candle on heat-resistant surfaces away from heaters or other hot surfaces.
- Do not light the candle in rooms with children or pets.
- Always keep the lit candle in a vertical position so that the wax burns evenly. When you snuff it out, allow the wax to cool before using it again.
- Keep the wick cut to 6 mm above the wax for optimum burning.
- Keep the wax clear of residue.
- Always keep the candle away from curtains, ventilation, and air vents. If you use more than one candle at a time, leave a space of 10 cm between them.
- Snuff out the candle after 4 hours of

Interface Design

Grid



Visual Hierarchy

New Arrivals



The Organic Cotton Box-Cut Heart Tee
\$25



The Mariner Sweater
\$120



Save up to \$300 on select laptops with 11th Gen Intel® Core™ processors.
Minimum savings is \$50.

Shop Now



Save up to \$300 on select Lenovo laptops.
Minimum savings is \$50.

Shop Now



Hisense - 75" Class H6510G Series LED 4K UHD Smart Android TV
★★★★☆ (653)

\$629.99

Save \$370 Was \$999.99

Add to Cart



Samsung - 65" Class Q60T Series QLED 4K UHD Smart Tizen TV
★★★★★ (1183)

\$949.99

Save \$50 Was \$999.99

Add to Cart



Sony - 55" Class X750H Series LED 4K UHD Smart Android TV
★★★★★ (520)

\$549.99

Save \$50 Was \$599.99

Add to Cart



Toshiba - 32" Class LED HD Smart FireTV Edition TV
★★★★★ (1123)

\$139.99

Save \$40 Was \$179.99

Add to Cart



Save on select video games.
Assortment includes Madden NFL 21, NBA 2K21, NHL 21 and many more.

Shop Now

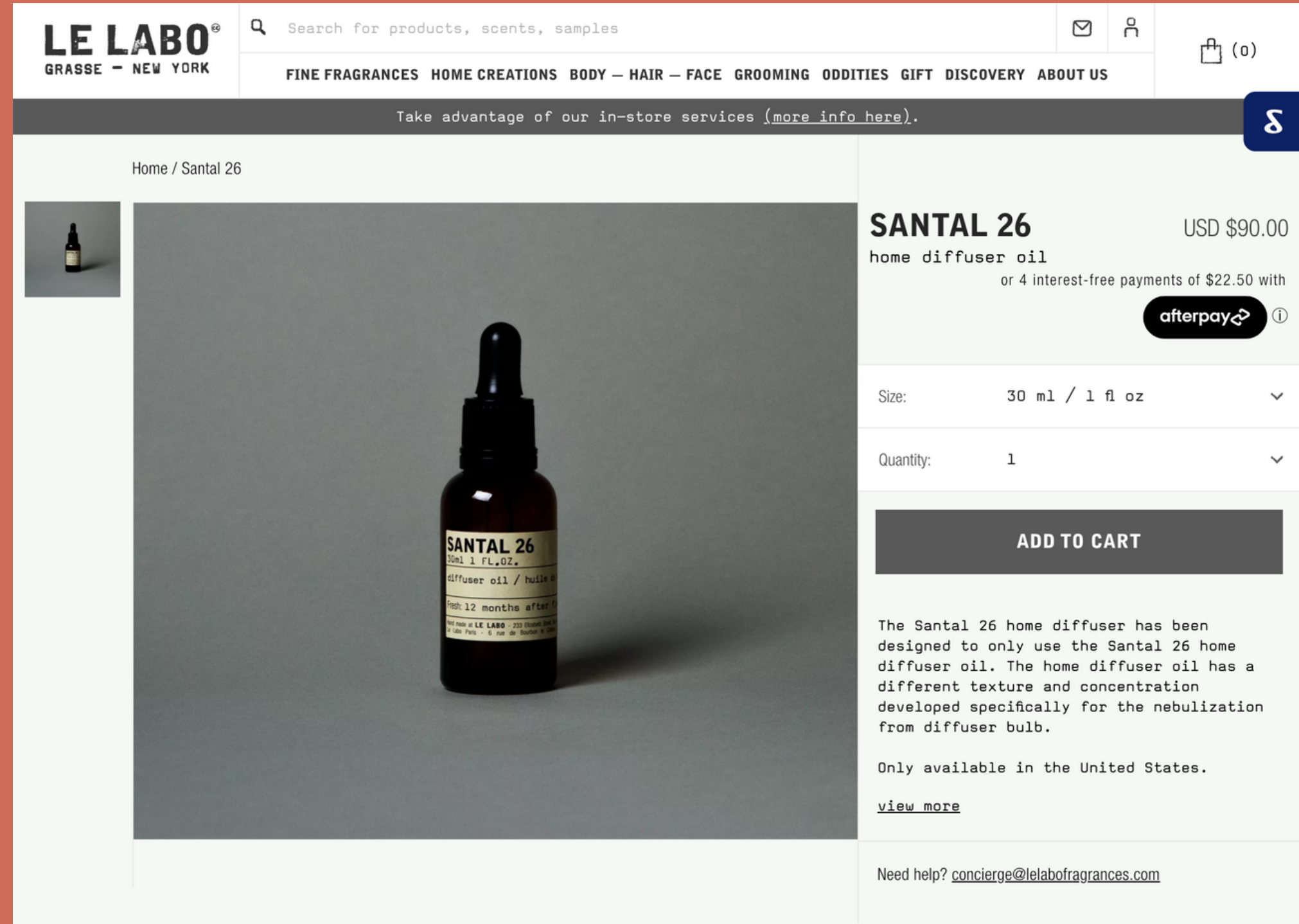
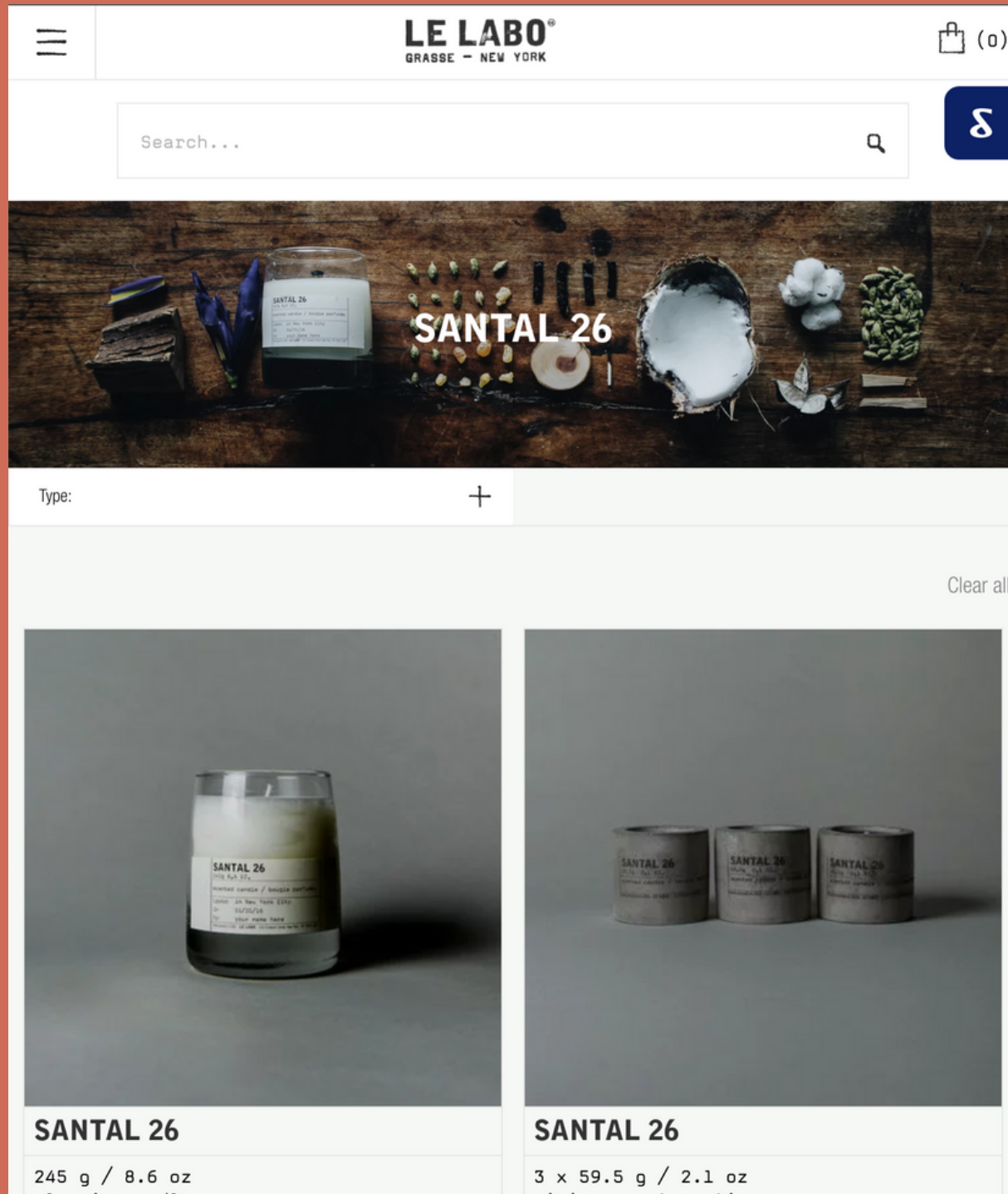


Indoor gardens starting at \$99.99.

Grow your own healthy food. Check out these gardening kits, indoor hydroponics and more.

Shop Now

Swipe Browsing



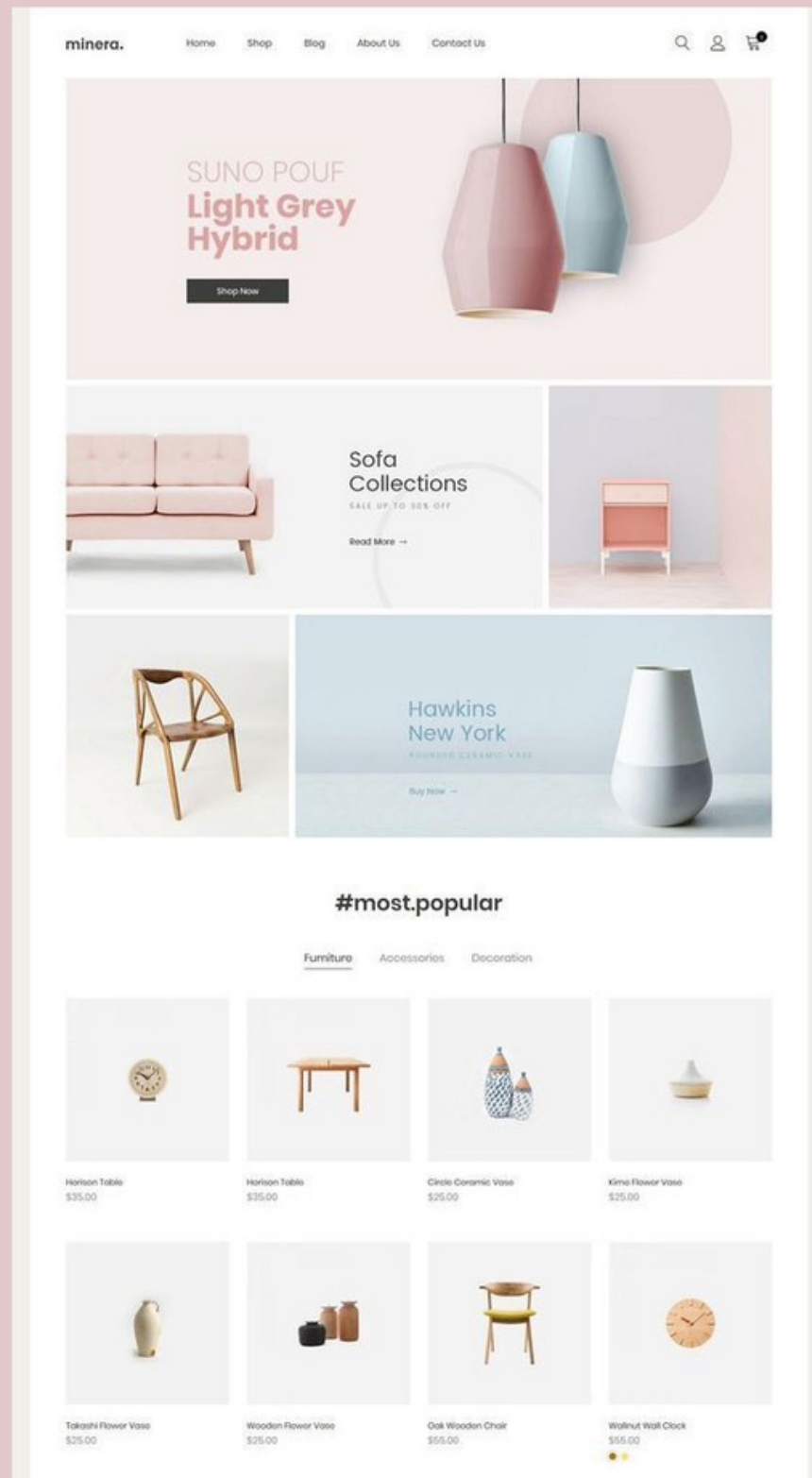
<https://www.lelabofragrances.com/santal-26.html>



Argument

Question 1

Consumer Satisfaction ≠ Web design



Question 1

Text is necessary



Drug Facts

Active ingredients**

Aconitum napellus 12X HPUS	dry cough and wet cough	Purposes
Allium cepa 6X HPUS	sneezing and runny nose	
Anas barbariae 6C HPUS	flu symptoms	
Bryonia alba 9X HPUS	sinus pain, chills and fatigue	
Echinacea angustifolia 6X HPUS	sore throat and dry throat	
Eupatorium perfoliatum 6X HPUS	restless sleep	
Euphrasia officinalis 6X HPUS	chest congestion	
Gelsemium sempervirens 12X HPUS	headache	
Ipecacuanha 12X HPUS	loss of smell	
Nux vomica 12X HPUS	nasal congestion	
Pulsatilla 6X HPUS	mucus and loss of taste	
Rhus toxicodendron 12X HPUS	fever and body aches	

* Certified Organic **HPUS indicates that this ingredient is officially included in the Homeopathic Pharmacopoeia of the United States.

Uses*
addresses symptoms associated with the flu, such as:

- headache
- cough
- runny nose
- body aches
- fever
- sore throat
- nasal congestion
- chest congestion
- sneezing

Warnings
Stop use and ask a doctor if

- difficulty breathing, vomiting, skin rash, diarrhea or fever above 100° F (38°C) develops
- symptoms persist for more than 2 days or worsen

If pregnant or breastfeeding, ask a health professional before use. Keep out of reach of children.

Directions

adults and children 12 years of age and older	• chew 2 tablets at the onset of symptoms
	• do not swallow whole
	• repeat every 4-6 hours as needed
children 3-11 years of age	• chew 1 tablet at the onset of symptoms
	• do not swallow whole
	• repeat every 4-6 hours as needed
children under 3 years of age	ask a doctor before use

Other information
store between 20-25° C (68-77° F) in a dry place out of direct sunlight

Inactive ingredients
organic açai berry flavor, organic carnauba wax, organic maltodextrin, organic rice bran extract, organic tapioca dextrose

Questions?
1-855-436-3921 Mon. - Fri. 7am - 6pm PST

*CLAIMS BASED ON TRADITIONAL HOMEOPATHIC PRACTICE, NOT ACCEPTED MEDICAL EVIDENCE. NOT EVALUATED BY THE FOOD AND DRUG ADMINISTRATION.
**X and C are homeopathic dilutions; see genexa.com for more information.



Nutrition Facts	Maple & Brown Sugar		Apples & Cinnamon		Cinnamon & Spice		Peaches & Cream	
	Servings per container	23 (43g)	13 (43g)	7 (43g)	5 (30g)			
Amount per serving								
Calories	160	160	160	110				
Total Fat	2g	2g	2.5g	2g	2g	2g	2g	2g
Saturated Fat	0.5g	0.5g	0.5g	0.5g	0.5g	0.5g	0.5g	0.5g
Trans Fat	0g	0g	0g	0g	0g	0g	0g	0g
Polyunsaturated Fat	0.5g	0.5g	0.5g	0.5g	0.5g	0.5g	0.5g	0.5g
Monounsaturated Fat	1g	1g	1g	1g	1g	1g	1g	1g
Cholesterol	0mg	0mg	0mg	0mg	0mg	0mg	0mg	0mg
Sodium	260mg	140mg	200mg	130mg	130mg	130mg	130mg	130mg
Total Carbohydrate	33g	33g	32g	22g	22g	22g	22g	22g
Dietary Fiber	3g	10g	4g	3g	11g	2g	8g	8g
Soluble Fiber	1g	1g	1g	1g	1g	1g	1g	1g
Total Sugars	12g	11g	10g	10g	10g	10g	10g	10g
Includes Added Sugars	12g	24g	8g	15g	20g	7g	14g	14g
Protein	4g	4g	4g	4g	4g	4g	4g	4g
Vitamin D	0mcg	0%	0mcg	0%	0mcg	0%	0mcg	0%
Calcium	20mg	0%	20mg	0%	20mg	0%	10mg	4%
Iron	1.1mg	6%	1.2mg	6%	1.3mg	6%	0.8mg	4%
Potassium	110mg	2%	150mg	2%	130mg	2%	100mg	2%

MAPLE & BROWN SUGAR INGREDIENTS: Whole grain oats, sugar, salt, natural flavor. 123-64
APPLES & CINNAMON INGREDIENTS: Whole grain oats, sugar, dried apples, natural flavor, cinnamon, salt. 121-69
CINNAMON & SPICE INGREDIENTS: Whole grain oats, sugar, salt, cinnamon and other spices, natural flavor. 127-43
PEACHES & CREAM INGREDIENTS: Whole grain oats, sugar, dried peaches, salt, dried cream, natural dry milk, natural flavor, lecithin (to preserve freshness). 129-32
CONTAINS MILK INGREDIENTS.

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QuakerOats.com or 800.555.6287
Please have package available when calling.

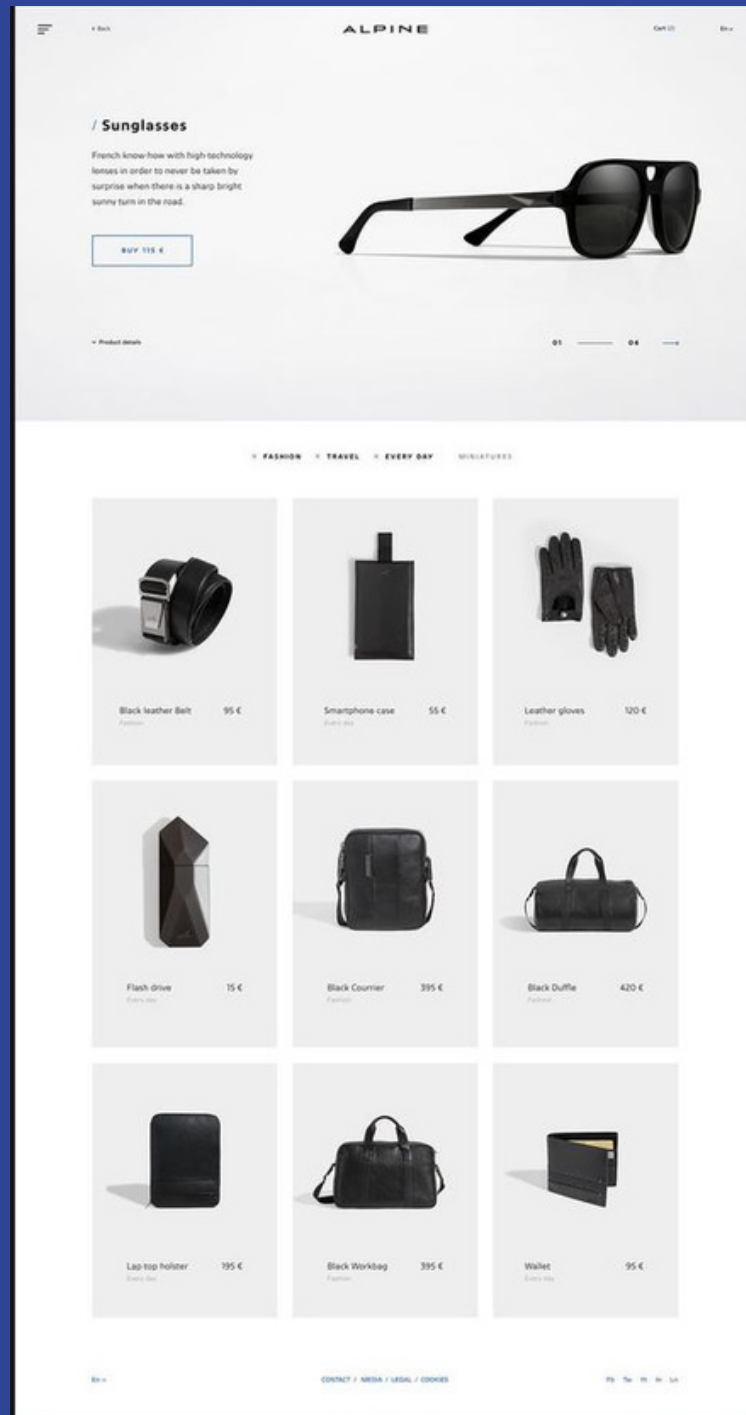
- | | | | |
|--|---|---|---|
| <p>Maple & Brown Sugar, Apples & Cinnamon, Cinnamon & Spice:</p> <p>HOT WATER OR MILK DIRECTIONS</p> <ol style="list-style-type: none"> 1. Empty packet into bowl. 2. Add up to 1/2 cup hot milk or boiling water, stir. 3. Let stand for 60 seconds. | <p>MICROWAVE DIRECTIONS</p> <ol style="list-style-type: none"> 1. Empty packet into microwave-safe bowl. 2. Add up to 2/3 cup unheated milk or water, stir. For your convenience, you can use the packet as a measuring cup. 3. Microwave on HIGH 1 to 2 minutes, stir again. <p>CAUTION: Bowl and contents may be hot. Microwave ovens vary in power. Cooking time may need to be adjusted.</p> | <p>Peaches & Cream:</p> <p>HOT WATER OR MILK DIRECTIONS</p> <ol style="list-style-type: none"> 1. Empty packet into bowl. 2. Add up to 1/2 cup hot milk or boiling water, stir. 3. Let stand for 60 seconds. | <p>MICROWAVE DIRECTIONS</p> <ol style="list-style-type: none"> 1. Empty packet into microwave-safe bowl. 2. Add up to 1/2 cup unheated milk or water, stir. For your convenience, you can use the packet as a measuring cup. 3. Microwave on HIGH 1 to 2 minutes, stir again. <p>CAUTION: Bowl and contents may be hot. Microwave ovens vary in power. Cooking time may need to be adjusted.</p> |
|--|---|---|---|

WHEN IT COMES TO GOODNESS, IT'S HARD TO BEAT A BOWL OF QUAKER OATS.

These oats are pretty special. They're 100% heart healthy whole grains^{††} and a good source of fiber^{††}. Quaker is committed to investing in world class farmers and millers to help ensure we provide the best oats possible. And not just any oats make the cut. It's true. Quaker only mills oats that meet strict quality standards to help you get the best start to your day.

††Rich in whole grain foods and other plant foods and low in saturated fat and cholesterol may help reduce the risk of heart disease.
††Based on 51g serving.

Reflection



Referance



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Images source: Pinterest /Zara Home/Le labo

Thank You